

NORDIC

marketing of Illinois uc

Attachment 7 Technical Qualifications

Nordic is a Limited Liability Company that shares common ownership with several retail electric supply companies. All are closely held entities and operate as separate businesses in various states. In Michigan, the first electric retail supplier was Nordic Electric, L.L.C. and later when the phased-in deregulated program opened to all customers, Nordic Marketing, L.L.C. began to serve customers in 2000.

Nordic Marketing, L.L.C. has enjoyed continued success in the Michigan deregulated electric markets. Nordic Marketing shares staffing with the other Nordic entities and has been able to build a workforce of highly experienced personnel with decades of experience in the electric industry. This experience ranges from generation and transmission of power to scheduling to sales and marketing. Nordic will benefit from shared services from personnel with highly developed skill sets in the electric industry. Nordic Marketing serves electricity to over 2000 locations in Michigan on an hourly basis.

Nordic's management share some of the most experienced backgrounds in the industry and will be able to effectively serve the Illinois electric customers. Financially, Nordic Marketing spends millions of dollars in power and transmission purchases, as well as employee wages in Michigan. Nordic would like to duplicate that success in Illinois. Nordic has the staff with the technical, managerial and financial know-how to build a reliable customer base in Illinois. Examples of the Nordic range of experience are below:

- The Nordic sales staff has experience in energy sales ranging from 2 to 10 years.
- Nordic's Director of Power Supply and Transmission will be in charge of scheduling and electric operations. The Director of Power Supply and Transmission has over 10 years of Electric industry experience. This includes hands-on power scheduling, electric wholesale trading and electric purchasing. This includes OASIS & OATI, among other industry specific programs.
- The electric schedulers have experience in the electric scheduling arena, as well as training in the wholesale and retail electric scheduling markets.
- Nordic has experienced back-up schedulers in Michigan for emergency operations and/or curtailment. The back-up schedulers have operations & scheduling experience ranging from 2 – 21 years.

Nordic will purchase energy, schedule the power for transmission and delivery, arrange for retail ancillary services, and provide 24-hour (twenty-four) support for these services. The Michigan office can provide scheduling changes, reserve implementation, curtailment orders and interruption plan implementation.

Operations will take place at the Nordic Marketing offices in Ann Arbor, Michigan. The Nordic Marketing of Illinois offices in Naperville, Illinois will handle customer care, marketing, sales and billing issues.